

Twice-a-Month

Maclean's

Canada's Cultural Magazine

December
15th



10¢

In This Issue: V.W. Chapman

Mary Lowrey Ross—Benge Atlee—F. B. Watt—Helen Wilcox—Roland Pertwee

The Wedding of CYCLO and ETHYL



Two of the greatest names in the gasoline world were united at the marriage of Chief CYCLO to Miss ETHYL at the McColl-Frontenac Refineries.

Miss ETHYL was attended by her AUNTIE KNOCK and the best man was the Chief's brother MORE-MILES PER-GALLON.

The QUIET bride and her POWERFUL husband are exceedingly popular and get away to a good start, followed by the best wishes of motorists everywhere.

The young couple will be at home only at Red Indian Stations and Red Indian Destinations. All their friends are invited to drop in for a PICK-UP.

CYCLO

The two greatest names in gasoline history have been joined together to give Canadian motorists CYCLO-ETHYL. The 11 million Greatest Motor Fuel.



ETHYL

A McCOLL-FRONTENAC PRODUCT
MADE IN CANADA

Lucky Woman!

her friends will say

Lucky, indeed if your Christmas gift to HER is Premier COMPLETE Cleaning Help.

For this will be a gift she will go on giving, tomorrow and the next day, and every day for years—giving freedom—giving complete help to her in every one of her daily housecleaning jobs.

Your gift will be far more than the partial help of an ordinary vacuum cleaner attachment combination—because these last modern methods suffer from such distinct limitations in usefulness. Give her the cleaner comprising a Premier COMPLETE Cleaning Unit and you will free her from the work of practically every one of her daily housecleaning jobs.

The cleaner comprising Premier COMPLETE Cleaning Unit gives floor coverage of all kinds—get dirt out from crevices and furniture upholstery and every hard-to-reach nook and cranny—EASY, SOFT—leaves radiance, freshness and finishes everything they clean—and even polishes wood floors.

Decide now to make this modern way of housecleaning HER gift. The cost is no more than the price of an ordinary vacuum cleaner with its clumsy attachments—and you needn't pay cash. A small down payment will deliver a Premier COMPLETE Cleaning Unit right away.

Give her

PREMIER

COMPLETE CLEANING HELP

Premier Cleaners are made in Canada by
The Premier Vacuum Cleaner Co. Limited
15 Bond Street St. Toronto





In the Editor's Confidence

☞ **AS TRYING** to look like a martyr, we push a cushion into the small of the editorial back seat, rather wisely, so we like to think, settle down to write, our sympathies surge about two persons in particular—Sandra Chase and ourselves.

It is a warm, muggy day. There are reports in the morning papers that trees, shrubs and flowers, introduced by the unreasonable balance of Nature, are blooming. The north woods are filled with the maliciously misleading meanings of humans who, seemingly, have found nothing to shoot at but butterflies and daisies. Gulls, in open-mouthed shows, are doing the grown reward. And the birds that are warmer likely as they linger in the tree tops, both to sully overhead.

On each a day has Santa Claus arrived, passing down University Avenue pedaled high on a gaudy, antique sled and perching jauntily under the overhangs of old storefronts and white sidewalks.

In past years from our office windows, we have watched his entry, timed by the inexorable schedules of radio stations and departmental store managements. We have waited to him. He has never back. And we have longed usefully to our own belief that there was a bond between us. There was he, sitting on a painted stool, tapping his cane as if he were cold (when really he was suffering) and shooting Christianity greetings which simply wouldn't creep in such weather.

Today, we didn't see Santa arrive, but still we are *complicitos*. As for ourselves, we should write our Christmas editorial and more than ever before do our best work for us.

The reason for a ill is that we have just had our towels out. Next week we're going to feel perfectly splendid! If we want to, we may eat old pickles and brownies! And we'll be able to write as robustly that will make Frasier's party seem like a mortician's anniversary. Unfortunately, next week we'll have to be thinking up a New Year message. It's all so awkward!

Now we joined the following paragraph: our doctor has been in. Having gazed fondly at his handwork he tells us that it is lovely and that we are now feeling fine, just fine. As he is considered a very good doctor we have spent the past few minutes gazing "Marched out Marched in!"

Which, by the time it reaches you will be distinguishable as a hearty robust "HAPPY CHRISTMAS."

There Is a Santa Claus

Q PUTTING US entirely to shame is Helen Wilson, whose story, "The Empty Islands," is presented on page nine of the issue. It is one of the most charmingly told Christmas tales we have read in years. To do members justice, it was narrated when Christmas was much further off than it is at the time. And it felt as then as it feels to us now, with a feeling of Good Will. We think it would do to have that effect on everyone who reads it.

[illegible]

way. Gilbert Laffont alone had the knowledge to recognize what he saw. Leslie McFarlane, who tells the story, has lived in Halesbury a long time. He knows something about mining and mining men, and when he sees evidence there is none.

Somebody has reasoned that being a rich man isn't all beer and skittles... If he doesn't work he is called a parasite, and if he does work he is taking the bread out of another man's mouth. So that is why, we think you will be glad you have met Richard Felding, the flowered son of wealth in Clifford Landy's story, "The Three Maccabees," on page fourteen. After perusing our latest garage bill, we haven't the slightest doubt that if Richard ever has a son of his own the boy won't need to sell coconuts.

Hickey and Dress Smith

☛ **THE STRATFORD** Bruce Hovell recently went into a bank over the spectacle of Toronto men wearing dress suits to hockey matches. Says the editor:

We like to take sleep in old quilts to wrap around the shanks, we prefer one of those caps with the little band of web which turns down over the ears. Then we have a flask for a pair of mittens, hand socks and gummiated against cold. Faced up like that we can sit there still-better in pleasure. It is utterly impossible for a man in a pug hat and a dress suit to get up and yell to kill the creepies. Life'd feel so dressed up that he would have to sit still, and a man who has to sit still in a leader gets his reason to go to the lion after and ask for his money back. Wearing dress suits to a leader goes in Toronto. Bah!

We shall have to ask Paul Edwards to consult Barry Bannister about this. Any hockey player who licks or lures with a diamond-studded stick may be able to contribute a big thought to such an important discussion. In the meantime, we'd like you to meet Barry, who, on page twenty-two, is sharing his geographical observations of some of Bill Chabrows' most diverse hockey lands.

On page-rights arrangement is made of the coming of a *franklin* which will be of great interest to the many thousands of Canadians who served in the Great War. Some weeks ago, Mackinnon's son Wild R. Reid, author of more than ten war stories in France and Belgium with instructions to revive every inch of the old boys and to do a series of illustrated articles describing how everything looks today. Reid's first article, dealing with Ypres, the Salient and St. Julien, will appear in our next issue.

To Everyone

And even

To every reader, old and new,
To those who send us bouquets and to those who hurl
backlash
To those who leave, by pen, pencil and brush, contributed
to our experiment,
To those whose reading will ensure a spacious slip,
To those whose Christmas would be dreary but for
those who share with them their cheer,
To our colleagues and to our contemporaries.

S. George Christman

H. H. H. H.

The Perfect Gift
TOILETRIES by YARDLEY



C39/47 — Laverda Shaving Lotion,
Shaving Stick in glass case with gift tag.
Auctioneer's fee \$2.00



CEM3000s have flat to positive surface and self-cleaning—eliminating Shaving Stick in your hair. The hidden, foldable foil is metal combined with soft cap shaving action. Precision is made a the same for complete shaving at ultra close shave rates. Especially appropriate for post-shave conditioning.



C19/34—Lavender Shaving Bowl and
Shaving Lotion \$2.00



C18/70 — Lavender Perfume, Soap, and
Bath Fizzer \$2.00



C16/02—Lavender: Perfumes in Wicker
 bottles with Agafia, Soap, Talc, Face Cream,
 Face Powder. Milk of Lavender \$5.00



618/74 — Lavender Soap, Toilet, Face
Powder, Shampoo and Soap, & Bath
Tablets \$3.75

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ONLY A
FEW ARE
ILLUSTRATED
SEE
COMPLETE
RANGE AT
YOUR
DRUG OR
DEPT. STORE



GROWTH OF AN IDEA



Let an idea, however vague,
catch hold of a man's mind,
and no one can tell to what
it may lead. As the ripples

from a pebble dropped into water will travel in ever widening circles across the whole surface of the pool, what seems but an incident may produce effects that touch the very fountains of human life.

When Watt observed the power of steam to lift the lid of the kettle, he conceived the mere thought that this principle might be put to practical use. But, as a result, came the steam engine, then through variations and extensions, the machine age. In consequence, not only economic conditions but the world's whole social and political aspect has been changed.

Something of this same thing began with the coming of Fisher Bodies. It would be absurd to say that closed-body development ever equalled in importance the development of the automobile itself. But the auto-

mobile without a closed body was but a short-course sporting torment, not a year-around conveyance needed or even desired by the people as a whole.

Then Fisher, believing that closed bodies were practical, proved his belief. The attitude toward the automobile changed. Thousands who never desired a car before now wanted one. The new demand opened the way to new production methods. Cost per car, in consequence, went steadily down. The lower the prices reached, the larger the market grew, the larger the market, the lower the prices. The endless chain was welded.

So, too, with Fisher itself, one result has followed another. The success of its basic ideas has opened, year after year, new avenues for the development of resources and facilities which, in turn, have again and again advanced the possibilities of Fisher achievement. True to the laws of cause and effect, Fisher Bodies are from every year . . . and by the same laws you can expect them to be still finer in the future.



CLEAN, Voile Canadianism pulses through every page of every issue of **EAL-LEAN'S MAGAZINE**, and every member of every family to whom you give it for Christmas (and Next Christmas, well, welcome, enjoy and appreciate its sparkling, wholesome detour... enlightening fact-articles covering Canada's growth and development in every line... helpful and practical suggestions for the lady-o'-the-house, its interior decorating, entertaining and what not.

for Christmas
Until Next Christmas

THE Glamour of an ordinary GHJ wears off. It loses its identity and oftentimes is completely discarded and forgotten before the New Year is out of budding clothes. Not so with a Subscription to MACLEAN'S MAGAZINE for Christmas! Until Next Week Twice-a-month the long struggle, it arrives fresh and interesting—the unchallenged leader in magazines in Canada; edited every member of the family, man, woman, or child.

NO INCREASE
IN DEATH

Special Economy and Value Gift Prices
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© 1991, Order system, all items at once, page 1 and 14 link to some advertisements with the
 include the following items in the printed list:

These items are the following: 1. The Journal, Great Britain and British Proceedings. The
 United States and France and the United States and the United States and the United States
 and the United States and the United States and the United States and the United States
 and the United States and the United States and the United States and the United States

Avoid the Crowds

Donner's *Shreds* has artistic elements of art. The artist gives the night everything with the same strength through several days for little response to reality, and the artist's work is not a simple and common thing, but a work of art and a work of art.

Solve the Problems

MAILMAN'S MESSAGE: Free the whole nation to be as generous as it is capable of being during Christmas. Let's pay postage and mailing both. Good! Good! Call us now. Or we could be possible in Christmas service delivery.

Continued from page 48

against his chest but "sounded in a smother of whirling rooms."

There's a link, I suppose, in all that beating and the long hair blowing over her face. Surely the word "sundered" and overused Chicago title, clapping to the rule of the day with our head. His left arm hangs loosely in his wife's finger loops, reaching to the ladder, another clue to the dark bakery another side of the kitchen might as well from the past. He can't see his hair but he can feel it. He wants back his eyes. But his hair stands. Others and the only reason he has left open.

"Gammal," called the father in such injury "from home you love my child, when you liked me not?"

"Gammal," answered the mother.

[illegible]

THEY made New York four days later in that same Guggenheim but unfortunately left out of Chaplin's view. At first the lead studio support effort to locate him, but when it became apparent that he was undoubtedly spending his day gazing at the stars, the studio decided to break with the custom that the stars had been strictly instructed not to do. The original lead act is successfully. He accepted the lead to continue to live with him. He later perfectly that the lead lines and eight out of ten more when he had been called back from a really great house that entrance of a garden received, were not to be departed upon as the shaping of one who selected them. She was grateful to him for having

He said he had been told that the Chinese were not interested in the West, but that they were now beginning to look at the West with interest. He said he had been told that the Chinese were not interested in the West, but that they were now beginning to look at the West with interest.

But late² assumed Chere on the
what were the info
Isolator called her to a hotel at a time,
regarding discharging the machines.
You let her until tomorrow," he ordered.

...entertainment offerings of lay men feature on a lower page with a range of materials through which a living. She started to read kindly through her eyes closed and her face turned in a chip of thought with. She closed the paper book. Two stories later she emerged unconsciously from a vision of the book.

It was this when she climbed the side of the Lovers, but in the glow of art lamps the thing has a sense of utility. Gaudy suggests abstract, surrealism distorted and short was a constant thinking and working of just no longer that swing, some grating melody. Suddenly she became the second made among the laughing ones. He placed up as a serious but failed, too up.

"Has Mr. Gaudy gone where you?" she demanded, earnestly.

[illegible]

Let's close the book for merely, but not, more colorful old.

"You might have spent the \$10," he said only.

Chase's hair date was canceled.

"You can call Sam's hair and tell him to go on with the job," she suggested coolly.

He assumed that would be more.

"I know the conditions have changed but it is all that you expected."
"When then, I expected," she answered gently. "I've not teaching them, though."
George's body gave an instant answer.
"It isn't a test," he replied.
"I'm going with you," she answered smiling.
He opened as though he had been struck but made no motion of shifting his ground.
"You're crazy," he said.

"Why did you come back?" he whispered. There was a momentary frost. "What could I have done?"

Dentists themselves
A G R E E
one type of dentifrice

A leading research institution has called growing dentists short sales as to the most effective type of dentistry. Over 10,000 dentists have answered. Read the following summary of their data:

80% of the consumers stated that green units most frequently waste food away and give a return.

ECN agreed that the most serious waste concern at the place where teeth and gums meet.

EWING stated that the two provided, in person, three weeks leave covering Brady and refining the game to 14th of November.

...that it will protect your needs and yours."

There are distinct al different tooth pairs—each receiving one
 ing tissues. But it is a hypothesis that dentists agree on the type
 dentures.

The $\text{Inp}(\text{In})$ status here breathability is chosen. Thus, it not only results in $\text{Inp}(\text{In})$ creation in gold, an autogenous—making a high value, even.

SQUIBB DENTAL CREAM
GUARDS THE DANGER LINE



THE WEB OF GOLD-

by Susan Lee, Ed. Professor

A beautiful full length view of the world's greatest patch of
rubber and Peru will appear on page 10 December 1934 issue.

"An American," a story of the World War years, by Lord Wailes; "Tropic Orpheus," a story of tiger-hunting in India by Thomas MacCarthy; "The Champion," a handsome story of the prize ring, by Theodore Parker; "The Boy Who Came to the Island," by Lord Wailes; "Silver Sand," a story of the Hawaiian Islands, by James Mabel Chalmers; "The Prince and the Duke," a story of imperial Russia, by Stanley B. Zakheim; "Raffles," a story of the era by Jonathan Mearns; and "Part of the 'Gilded Age' of the Nineteen," a novel of the North-Highlands, by Donald Hugh Chalmers.

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Please send your Request to each of the following for the whole of each year—for Christmas being of the present year, if available and my Personal Greetings and Good Wishes in a G.C. Card supplied by you, to reach them as early as possible to Christmas morning 1 month before the payment of this order.

(1) Name _____ Address _____	(4) Name _____ Address _____
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If you desire to be happy, have provided for your future happiness, request of others about the same to do so, you will not only receive and send cards, but will receive an opportunity to be able to do so.

The G.C. Card is sent only Personal Greetings of Name _____
Address _____





This Charming Writing Ensemble

HAS AN EXTRA VALUE AND USEFULNESS THAT PARKER ALONE CAN OFFER.

This Christmas add an extra thrill to the pleasure your gifts will bring... and without extra cost.

With this exquisite Parker Duofold Pen and Pencil, in their joyously patterned red and silver gift box, goes an attachable taper.

Remove the pocket cap, screw on the taper and, hey presto!—the pocket pen immediately becomes a slender, tapered desk pen.

Allow to your loved ones this added convenience and value. They will appreciate your thoughtfulness when they know the urge to write that a Parker Duofold converted Desk Pen brings—and they will still have their pocket pen as well.

Moreover, you make it possible for them later on, if they wish, to have a complete modern Desk Set, without the cost of a special Desk Pen. Any Parker Duofold Desk Base they choose can be converted to hold the pen you give them.

One caution—look for the name, "Geo. S. Parker—DUOFOLD—Made in Canada," because that's the first thing your friends and loved ones will look for at Christmas, and it guarantees the Duofold Pen for life!



Christmas Creations

BY PARKER

Lead the Gift-World in *Style* and in *Value*



\$10.50—Model KM, Italian Marble Base, with convertible Pocket Desk Junior or Lady Duofold Pen.
May also be mounted with Stony Dog, Ash Tray, etc., at extra additional cost.

\$19.75—Model AG, Argentine Green Croco Base, with Junior or Lady Duofold Pen. With Black and Pearl Duofold \$23.25.
May be mounted with Calendar Holder or Animal Statuette at slight additional cost.



\$23.75—Model BE, Modernistic (Available Base of Croco and Croco-ivory) complete with Pocket Desk Duofold Pen and Matched Pencil. Mounted with Letter Rack, Calendar Holder, or Shap, etc., slightly higher.



\$10.95—Model S, Travel Set in Permanent Bakelite Case—Optional Ebony Base with gold-tone bands, designed with Parker Pocket Desk Pen.
With Junior or Lady Duofold Pen, \$12.50.

Style in the gift, and *value* in the purchase—Parker's new creations for Christmas smartly combine the spirit of Gift-time with the rare value that shoppers will look for this year.

How hearts will leap, how eyes will sparkle when first they glimpse these handsome Parker Duofold Pen and Pencil Ensembles, and Fountain Pen Desk Sets.

For Parker combed the world to fill your Christmas list. From Italy and Argentine, beautifully figured marble and colorful onyx for Pen Desk Sets—from the world's exclusive studios, came inlaid enameled Pen Bases and interesting Desk Accessories to be mounted on them—Calendar Holders, Clocks, Lamps, Ash Receivers, Letter Racks and Statuettes—together with Parker Pens and Pencils.

Anyone sending a Parker Set may be sure his gift will be the one thing "different." For our designers fashioned these daily necessities into works of art—original, handsome, stylish. They are finer than equal money has ever obtained in the past, or can obtain elsewhere now.

More than this—with every Parker Desk Pen this Christmas goes a "Pocket Cap" with clip, so the tapered pen-end can be removed and the pen changed over to pocket use in a twinkling. Fresh arrays all good dealers—make selections before supplies become low.

The Parker Fountain Pen Co. Limited
Toronto Canada

Parker Duofold

PEN GUARANTEED FOR LIFE \$5-\$17-10